



Media Release

Available in June 2008

2008 Australian Toy of the Year! **LeapFrog's Tag Reading System – Bringing Books to Life**

LeapFrog's next generation, all-new Tag Reading System has been awarded Australian Toy of the Year 2008, presented as part of the annual awards held at the Australian Toy Fair in Melbourne in early April.

Also winner of the **2008 Australian Pre-School Toy of the Year**, the **LeapFrog Tag Reading System** brings books to life. Easy to use, amazingly responsive and small enough for a child to take anywhere, the Tag stylus takes just one touch to make words talk and pictures sing. A small, sophisticated infrared camera at the tip of the stylus 'reads' letters, words and symbols printed on the special dot-patterned pages of books in the Tag library.

LeapFrog revolutionised learning to read with its LeapPad® Learning System. That legacy is now available to the next generation with the all-new Tag Reading System.

Designed for children aged four to eight, the Tag Reading System works with a diverse library featuring classics *Olivia* and *Click, Clack, Moo: Cows That Type* as well as activity storybooks with popular characters SpongeBob SquarePants and Diego. Kids can continue to use the Tag system as their knowledge grows, choosing to hear an entire story read aloud in character voices, hear it read word-by-word or play activities with three levels of difficulty.

Using the computer application specially designed for the Tag system, parents can download each book's audio content from the internet onto the stylus - just like managing digital camera or MP3 files. The Tag stylus can store audio content for up to five books at any one time.

Tag Library

LeapFrog has partnered with major publishers to showcase beloved children's books and characters. The Tag library includes:

Kid Classics

Chicka Chicka Boom Boom
Click, Clack, Moo: Cows That Type
Olivia

Activity Story Books

SpongeBob SquarePants: The Tour de Bikini Bottom
Disney Princess: Adventures Under the Sea
Go Diego Go!: Underwater Mystery



Kung Fu Panda: Po's Tasty Training

Available July

Disney/Pixar's Cars: Tractor Tipping

Foster's Home for Imaginary Friends: The Golden Paddleball

The LeapFrog Learning Path (scheduled to be available online in December 2008)

As an added benefit, Parents can create each child's individualised profile with the new online LeapFrog Learning Path. Each time children finish playing with Tag, parents simply connect via USB to their computer to view details about learning games played, skills engaged and progress made.

The Tag Reading System will be available from all good toy and department stores from June 2008 for \$99.95*. Additional books are \$21.95*ea.

Distributed in Australia by Funtastic Limited, LeapFrog toys are available at leading retailers and specialty toy stores. For customer enquiries or more stockist information please contact Funtastic's free-call Customer Care Line on 1800 244 543.

LeapFrog is a proud supporter of the 2008 MS Readathon.

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* Funtastic does not set recommended retail prices, this is a guide only.

Photography is available via email or CD, on request.

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